

## **Historic, Archive Document**

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# GIFTS Santa's sure his customers want!

*Wholesale price list of stock for Christmas*

When you feature these choice items, Santa Claus will pitch right in to make sure that they sell out. The old boy knows how popular Wilcox plants are; year after year he delivers them by the thousands to pleased customers who keep coming back for more. He has plenty of orders for them already

on his books. So, be sure to display these items which you know old Santa wants. At Wilcox, you get top quality you can display with pride . . . a big selection of all popular items . . . plus a source of supply you can count on. For selling out by Christmas, that's the winning combination!

## GARDENS-IN-GLASS

Gifts that delight all lovers of miniature perfection; few items are as interesting to your customers. Many shapes and sizes are available; a 12" terrarium is illustrated. Intriguing color harmonies and contrasts, plus Wilcox's clever little extra touches in design and ornament, make them sell fast!

**\$2.50 to \$15.00**

## POINSETTIAS...



... always a Christmas favorite, sell faster when you display Wilcox quality plants. Single plants, made up, and branched.

4" to 8" pots,  
75c to \$5.00  
each.



## FAMOUS WILCOX AZALEAS

All popular varieties in a wide range of magnificent colors, just bursting with spectacular masses of blooms. Always a favorite, so it's wise to order early.

4" pot 4x6 .62½ ea.	7" pot 10x12 3.00 ea.
5" pot 6x8 1.50 ea.	7" pot 12x14 4.00 ea.
6" pot 8x10 2.00 ea.	8" pot 14x16 5.00 ea.

## DISH GARDENS IN CERAMICS

Dainty and delightful in their gay colors and rich details. Exclusive Wilcox dish designs, with choice variety of rare and exotic plants.

## COPPER AND BRASS PLANTERS

There'll be a big demand for these this year, as people rush to get copper while they can. And, as in the 17" copper planter illustrated, Wilcox makes the plants as impressive as the planters.

**\$2.00 to \$12.50**



## BIG DISH GARDENS FOR LITTLE MONEY

Attractive plastic planters nearly a foot long, 9¼" x 5¾" x 3½", cleverly made up with Wilcox quality plantings and ceramic ornaments. Gay holiday colors: Red, Yellow, Chartreuse, Bronze and Ivory.

**Set of 4 1 OF EACH COLOR \$10.00**

Each or by separate color \$2.75 ea.

## SAINTPAULIAS

Every year, more and more people become Saintpaulia enthusiasts. The popularity of these delicately colored African Violets as gifts has shot up like it was jet-propelled. Wilcox offers the finest available varieties in Blues, Pinks and Whites.



4" pot 75c 5" pot \$1.25

A striking new variety - "Plum Glory" - will make a big impression on your Saintpaulia customers.

4" pot \$1.00

5" pot \$1.50

**ORDER NOW to assure yourself the stock for a real Christmas business!**

**TERMS:** All listed prices are **wholesale**. Established accounts 30 days net. Others C.O.D. Free delivery in metropolitan Los Angeles. Elsewhere F.O.B. Montebello, plus 7½% packing charge, shipped by public carrier.



Send for Price List and  
**FREE FOLDER**  
illustrating 51 foliage  
plants for all occasions  
... makes sales easy.



**Roy F. Wilcox & Co.**  
BEVERLY BOULEVARD & WILCOX AVENUE  
MONTEBELLO, Los Angeles County, CALIFORNIA

## Attend WILCOX'S OPEN HOUSE

SUNDAY  
NOVEMBER 25

SUNDAY  
DECEMBER 2

See the finest display we've ever had of Christmas plants and gift items.

PHONES :

UNderhill 0-3351

UNion 1-2324

